



SAN ANTONIO

POLICE

Office of the Chief of Police, Police Media Services, 214 W. Nueva, San Antonio, Texas 78207
Office Telephone (210) 207-7579, Fax (210) 207-7567, Police Dispatcher (210) 207-7484

CONTACT: Sandy Gutierrez

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News Release

SAPD Recruiting Efforts

Today, the San Antonio Police Department announced a campaign to recruit new police officers in 2012. Recruiting is always at the forefront of our minds, making sure we have a well-trained police force to protect the City of San Antonio.

The advantages of this campaign and the opportunities for a new recruit are as follows:

- Our system allows us to process and test applicants continuously, making the recruiting process easier.
- Applicants remain on the list for a year after successfully completing their processing and are placed into an academy class as needed.
- KGBTexas designed a new website (SAPDcareers.com) that features testimonials from officers and web pages specifically for women and military veterans.
- KGBTexas designed a new social media campaign that will help us communicate with applicants.
- Print advertising has been redesigned to increase effectiveness.
- The "SAPD and the Military" web page has been recognized by the DOJ as an example of best practices with regard to military recruiting.
- We currently have 56 vacancies.
- Annual contract of \$78,000 for a recruiting advertising campaign to strategically utilize our resources to inform people, not only in San Antonio but across the state.

For Immediate Release